

W C U Z-FM



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**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**

Form BC 126 1269  
June 1954

FM

WCUZ-FM (EFF. 7-9-80)

BROADCASTING STATION LICENSE RECORD X W F F X 9-27-78

#1

X W M W (EFF: 3-2-77)  
X W Y O N (Ltr. 3-1-65)

Date first licensed 1-31-62 Call letters X W M A X-FM

PATIFINDER COMMUNICATIONS CORPORATION (ALH gr 1/12/77 EFF: 3/2/77)

xx W. MONROE MAG PHERSON (ALH gr 10/18/76 EFF: 10-25-76) Station location Grand Rapids, Mich.

x MAG PHERSON ENTERPRISES, INC. (MLH-7-30-71)

x COUNTRY BROADCASTING COMPANY (BALH-728; EFF: 2-1-65)

x ATLAS BROADCASTING COMPANY, (APH 9-14-60; EFF: 10-24-60)

Name of licensee x WMAX, INC.

5 mile Rd., 1 mile N of Moseley, Michigan (BPH-7626)

x 5 Mile Rd., 1 mi. N.W. of Moseley, Michigan (BPH-7-13-65; LH 1-21-66)

Transmitter location x Garfield St. Extended and the Grand River, Grand Rapids, Michigan

1 McKay Tower, Grand Rapids, Michigan (BRCH-1317- 3-1-77)

x Same as Transmitter

x 5 Mile Rd. 1 mi. N.W. of Moseley, Michigan (BPH-7-13-65) LH 1-21-66)

x 355 Covell Road, N. W., Grand Rapids, Michigan (BSH 10-26-62)

x 345 Covell Road, N.W., Grand Rapids, Michigan (BRCH 7-25-62)

Main studio location x 113 Lyon, N.W., Grand Rapids, Michigan

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Channel & Freq.	ER Power	Time Div.	Period From - To
BPH-3031	7-27-60	100.5mcs	7.2kw.	Unl.	9-27-60
	TPO: 1 kw.	Ch. 263	HAAT: 175'		3-27-61
Construction permit for a new FM Broadcast Station.					
BAPH-237	9-14-60	Voluntary assignment of construction permit to Atlas Broadcasting Company			
	EFF: 10-24-60				
BMPH-6396 (1)	9-6-60	Mod. of cp (BPH-3031) to change frequency to 101.3mcs., Ch. 267, and move antenna 250 feet north of present location.			
BMPH-6681 (2)	4-27-61	Mod. CP (BPH-3031) for extension completion date to 6-27-61			
BMPH-6777 (3)	7-27-61	Mod. CP (BPH-3031, as mod.) for extension of completion date to 9-27-61.			
BLH-1950 CH: 267	1-31-62	101.3mcs	7.1w	Unl.	1-31 10-1-64
Lic. to cover CP (BPH-3031 as mod) which auth. a new FM B/C Station.					
BRCH-386 (1)	7-25-62	Mod. of license to change studio loc. and remote control point to 345 Covell Road, N.W., Grand Rapids, Michigan.			
BSH-1269 (2)	10-26-62	Mod. of license to change studio loc.			
BTC-4238 EFF:	4-1-63 4-16-63	Voluntary acquisition of positive control of licensee corporation by Joseph C. Hooker (81.08%) thru purchase of stock by licensee corporation from Charles A. Sprague			
BRH-1269	7-14-64	101.3mcs.	7.1kilo	U	10-1 10-1-67
Wire	1-6-65	Auth. remain silent thru 4-6-65.			
BALH-728 EFF:	12-29-64 2-1-65	Voluntary assignment of lic. to COUNTRY BROADCASTING COMPANY			
Wire	6-9-65	Ext. auth remain silent thru 7-6-65.			
Wire	7-8-65	Ext. auth remain silent thru 9-6-65.			
BPH-4935	7-13-65	CP to delete RC opr., chg. ant-Trans & studio loc. to 5 mile Rd., 1 mi. NW of Moseley, Mich			
		incr. ERP to 50kw; incr. HAAT to 420', incr. TPO to 7.2kw; install new trans. (GE-BT-4A)			
CH: 267		101.3mcs	50kw, ERP U		7-13 3-13-66
			TPO: 7.2kw		
Wire	9-8-65	Ext. auth remain silent thru 11-9-65			

Form BC 126

June 1954 #2

# BROADCASTING STATION LICENSE RECORD

Date first licensed 1-31-62

Call letters <sup>WMLW</sup>  
XWYON

Station location Grand Rapids, Mich.

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BLH-3104	1-21-66	101.3mc	ERP: 50kw	U	1-21 10-1-67
		Lic to cover CP(BPH-4935) which auth delete RC; chg ant-trans & studio loc incr. ERP Haat & TPO install new trans and specify type trans as GE BT-4B			
<del>BLH-1269</del>	<del>9-3-67</del>	<del>Renewal of license</del>			<del>10-1 10-1-70</del>
BTC-5813	1-22-69	Invol. TC			
BRH-1269(S)	9-30-70	Renewal			10-1-73
BMLH-389 (1)	7-30-71	ML chg. name of licensee			
BPH-7626(L)	10-4-71	101.3	ERP: 50kw(H&V)		10-4-72
	HAAT: 420' (H&V)		TPO: 17kw		
	CP chg. trans. & stud. loc., chg. trans. ant., chg. TPO, ERP, HAAT.				
Comtel	1-11-72	Temp. auth. oper. BPH-7626 to 2-14-72			
BTC-6697	1-31-72	VOL. TC			
BLH-5400(L)	4-18-72	Lic. (BPH-7626) for changes			10-1-73
	HAAT: 420(H&V)	101.3mc	ERP: 50kw(H&V)	TPO: 16.9kw	
EBSA	5-22-72				
BRH-1269(S)	9-27-73	RENEWAL			10-1-76
BALH-2354	10/18/76	Vol ALH EFF: 10-25-76			
BRH-1269	9-15-76	Renewal			10-1-79
BRH-1269(S)	9-15-76	Renewal of license			10-1-79
BRCH-1317(1)	3-1-77	ML to change SL and operate by RC			
BALH-2369	1/12/77	Vol ALH EFF: 3/2/77			
BSCA-1681	3-2-77	SCA on 67 kh.			
COMTEL	5-11-78	OPERATE THRU 6/10/78 W/OUT HARMONIC FILTER & SHORTENED TRANSMISSION LINE			
EBSA	9-27-78	chg. call			
BRH 790531 MD	9-21-79	RENEWAL OF LICENSE			10-1-82
BMSCA790523AH	3-31-80	MSCA			10-1-82
EBSA	7-9-80	CALL SIGN CHANGE			
BRH790531VD (L)	9-21-79	RENEWAL OF LICENSE			10-1-82
		Superseded to correct SL, RC			

FORM BC-121  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call ~~WMAZ~~ <sup>new</sup> ~~WMAZ~~ <sup>WMAZ-FM</sup>  
Letters ~~WMAZ~~ <sup>WMAZ-FM</sup>

Name WMAX, INC.  
(P.O. - 113 Lyon Street, N.W. Grand Rapids, Mich)

Station location - Grand Rapids, Mich.

File No.	Dated	Application for	Action	
			Nature	Date
BPH-3031 Rec'd Filed	5-24-60 6-1-60 6-1-60	Construction permit for a new FM broadcast station to be operated on: Frequency - 100.5mc CH 263 ERP - 7.124kw Type transmitter - I.T.A. FM 1000A Type antenna - COLLINS 37M-8 (8 section) HAAT 175 ft Trans. location - Garfield Street extended and the Grand River, Grand Rapids, Michigan Studio location - 113 Lyon Street, N.W. Grand Rapids, Michigan Remote Control Point - Same as studio  Atty. - Samuel Miller Engr. - E.H. Munn, Jr., Coldwater, Mich.	GRANTED ERP: 7.2 kw. HAAT: 175'	7-27-60

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call **WMAX-FM**  
Letters UnassignedName **WMAX, INC.**Grand Rapids, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BAPH-237 Rec'd Filed	8-12-60 8-15-60 8-15-60	Voluntary assignment of construction permit to Atlas Broadcasting Company.  Robert M. Booth, Jr., Atty.	GRANTED EFF:	9-14-60 10-24-60
BMPH-6396 Rec'd Filed	8-20-60 8-22-60 8-22-60	Modification of construction permit (BPH-3031 which authorized a new FM broadcast station) to change frequency from 100.5mc CH 263 to 101.3mc CH 267, and to move antenna 250' North of present location.  Atty. - Samuel Miller	GRANTED	9-6-60
BPH-6581 Rec'd & Filed	3-16-61 3-20-61	Modification of C.P. (BPH-3031 as mod. which auth. a new FM Broadcast station) for extension completion date from 3-27-61 to 6-27-61.	GRANTED	4-17-61
BMPH-6777 Rec'd & Filed	6-1-61 6-5-61	Modification of CP (BPH-3031 as mod. which auth. a new FM Broadcast station) for extension completion date from 6-27-61 to 9-27-61.	GRANTED	7-27-61

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters WMAX-FMName ATLAS BROADCASTING COMPANY  
Grand Rapids, Mich.

File No.	Dated	Application for	Action	
			Nature	Date
BLH-1950 R & F	9-12-61 9-15-61	License to cover C.P. (BPH-3031 as modified) which authorized a new FM Broadcast Station.	GRANTED	1-31-62
BRCH-386 R & F	7-12-62 7-16-62	Modification of license to change studio location and remote control point to 345 Covell Road, N.W., Grand Rapids, Michigan.  Robert M. Booth, Jr., Atty.	GRANTED	7-25-62
BTC-4238 R & F	2-20-63 3-5-63	Voluntary acquisition of positive control of licensee corporation by Joseph C. Hooker (81.08%) thru purchase of stock by licensee corporation from Charles A. Sprague. (REQUEST WAIVER OF SECTION 1.365 OF RULES) Atty. Robert Booth	GRANTED EFF:	4-1-63 4-16-63



AUG. 1955

#4

## APPLICATION RECORD - BROADCASTING

Call **WYON**  
Letters **W.M.A.Y-FM**

COUNTRY BROADCASTING COMPANY

Name **x. ATLAS BROADCASTING COMPANY**  
Grand Rapids, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BR-1269 Rec'd Filed	7-15-64 7-22-64 7-22-64	Renewal of license  Atty. Robert M. Booth, Jr.	GRANTED	9-14-64
BALH-728 R & F	10-3-64 10-6-64	Voluntary assignment of license to COUNTRY BROADCASTING COMPANY  Atty. - John H. Midlen	GRANTED	12-29-64
Ltr. dated	1-5-64 from	Midlen re remain silent 1-6-65 for 30 days B/C		1-6-65
Ltr. dated	4-6-65 from	Midlen re ext. to 6-6-65 remain silent - B/C		4-8-65
BPH-4935 R&F	4-28-65 5-11-65	Construction permit to delete remote control operation; change ant-trans and studio location to 5 mile Road, 1 mi. NW of Moseley, Michigan; increase ERP to 50kw; increase HAAT to 424'; increase TPO to 7.21kw; and install new trans (GE -BT-4A). Atty: Midlen & Harrison	GRANTED	7-13-65

APPLICATION RECORD - BROADCASTING

FM

Call  
Letters WYON

Name COUNTRY BROADCASTING COMPANY  
GRAND RAPIDS, MICH.

File No.	Dated	Application for	Action	
			Nature	Date
LTR. dated 7-6-65 from Midlen & Harrison re ext. remain silent to 9-6-65 pending grant C.P. change site - B/C 7-7-65				
BLH-3104 R & F	12/1/65 12/3/65	Lic. to cover CP (BPH-4935) which auth. delete RC,; chng. ant-trans & studio loc., incr. ERP, HAAT & TPO, install new trans; and specify type trans as (General Electric-BT-4B). using exciter ITA FM-10A Atty: Midlen & Harrison	GRANTED	1-21-66
BRH-1269 R & F	6-27-67 6-29-67	Renewal of license	GRANTED	9-8-67
<b>JUL 20 1967</b>				
BTC-5813 R & F FEE PD: \$30 DEC 17 1968	11-26-68 12-10-68 -#477475	Involuntary transfer of control of lic. corp. from Monroe MacPherson, Sr. to Old Kent Bank and Trust Company, Special Administrator* of the Estate of Monroe MacPherson, Sr., Deceased Atty - Midlen & Reddy	GRANTED	1-22-69
AMENDED 1-6-69 to reflect transferee's appointment as "Executor of the Estate of Monroe MacPherson, Sr., Deceased"				
<b>JAN 1 1969</b>				

Form BC-121  
September 1969

# APPLICATION RECORD - BROADCASTING

Call  
Letters W Y O N

MAC PHERSON ENTERPRISES, INC.

Name  COUNTRY BROADCASTING COMPANY  
 GRAND RAPIDS, MICHIGAN

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1269 R & F \$75 #613762 PN Recd. PRESS	6-23-70 7-6-70 " JUL 14 1970	RENEWAL OF LICENSE Ed.B. Reddy, Atty. (Midlen & Reddy) AMENDED 9-7-70 re: programming; commercial practices; business interest	GRANTED	9-30-70
--- BMLH-389 R & F #017459 \$50 CODE: 061 PRESS: 29 JUL 1971	7-7-71 7-15-71 7-15-71 29 JUL 1971	Modification of license to change name of licensee to: MAC PHERSON ENTERPRISES, INC.  Atty - Edward B. Reddy	GRANTED	7-30-71

APPLICATION RECORD - BROADCASTING


101.3mc.

Call  
Letters WYON

Name Mac Pherson Enterprises, Inc.  
Grand Rapids, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7626 R & F #004290 \$50 CODE: 061 PRESS: 29	9-10-71 9-14-71 9-14-71 SEP 1971	CP Specify trans. & studio location as: 1 mi. N. of Moseley, Michigan; install new trans. (RCA-BRF-20E1); new Ant(RCA-BFC-6B, 6 sects); make chgs. in ant. system; chg. TPO: 16.880kw; ERP: 50kw(h&v); HAT: 424' (h&v).  Atty - Edward B. Reddy Engr- Lance S. Micklus(Grand Rapids, Michigan)	GRANTED	10-4-71
BTC -6697 R & F FEE PD: \$1000 #010814 CODE 049 Pub. notice filed 11-4-71	9-22-71 10-8-71 OCT 27 1971	Voluntary transfer of control of lic corp from Old Kent Bank and Trust Company, Executor of the Estate of Monroe MacPherson, Sr., (Deceased) TO W. Monroe MacPherson (SEE OVER)  AMENDED 1-12-72 - (assignee) - Rev. Sec. IV-A  AMENDED 1-31-72 - re income taxes paid Atty - Midlen & Reddy	GRANTED grant fee \$5,360.32 grant fee includes WION(AM) also. Eff : 3-9-72. Grat Fee Paid; C63, 3-13-72, W 049605	1-31-72

RE: B TC-6697 - Trans. ltr req. waiver Sec. 1.1111 re gr fee



## APPLICATION RECORD - BROADCASTING

101.3mhz

Call  
Letters WYON

W. MONROE MAC PHERSON

Name xxMAC PHERSON ENTERPRISES, INC.  
Grand Rapids, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BLH-5800 R & F W 041697-\$50 PTA PRESS	1-21-72 2-15-72 2-15-72 2-25-72 APR 11 1972	Lic.(BPH-7626) for changes.  AC-068 Atty: Midlen & Reddy	GRANTED	4-18-72
BRH-1269 R & F PN Recd. PRESS	6-28-73 7-3-73 " " JUL 23 1973	RENEWAL OF LICENSE Ed. B. Reddy, Atty.	GRANTED	9-27-73
BRH-1269 R & F PN PRESS	5-24-76 6-1-76 6-1-76 JUL 26 1976	Renewal of license Atty- Edward B. Reddy	GRANTED	9/15/76
BALH-2354 R & F Fee pd \$100 Code 047 (FORM 316) OCT 12 1976	8/12/76 9/27/76 W 618261	Voluntary assignment of license to W. MONROE MacPHERSON  Atty - Dow, Lohnes, etc (John Feore)	GRANTED EFF: 10-25-76 NO FEE:	10/18/76

## APPLICATION RECORD - BROADCASTING

W F F X  
 Call X W M L W  
 Letters X W Y C N

## PATHFINDER COMMUNICATIONS CORPORATION

Name **xx** W. Monroe MacPherson  
 Grand Rapids, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BALH-2369 Rec & F FEE PD: \$200 #624261 CODE 047 NOV 15 1976 Pub notice 11-94 12-28-76	10-5-76 10-13-76	Voluntary assignment of license to PATHFINDER COMMUNICATIONS CORPORATION  Atty for assignee - Dow, Lohnes & Albertson (J. Feore) (SEE OVER)	GRANTED EFF:	1/12/77 3/2/77
BSCA-1681 R & F PRESS	222-77 2-7-77 FEB 24 1977	Request for Subsidiary Communications Authorization on a subcarrier frequency of 67 kilohertz.  Atty. Alan Campbell	GRANTED	3-2-77
BRCH-1317 R & F PRESS	2-2-77 2-7-77 MAR 1 1977	Mod. of Lic. to change SL and operate by RC from: 1 McKay Tower, Grand Rapids, Mich.  Atty: Allan Campbell (Dow, Lohnes, et al)	GRANTED	3-1-77

RE: BALH -2369 Atty was called 10-20-76 - noc. to amend  
re assignor name (BALH-2354 gr 10-18-76)

AMENDED 12-14-76 - bank ltr re loan

AMENDED 12-28-76 - chge assignor name to W. Monroe Mac

Pher...



## APPLICATION RECORD - BROADCASTING

101.3MHz.

Call WCUZ-FM  
Letters XWFFXName PATHFINDER COMMUNICATIONS CORPORATION  
GRAND RAPIDS, MICHIGAN

File No.	Dated	Application for	Action	
			Nature	Date
BMSCA790523AH PRESS (O)	JUL 2 1979	Modification of Subsidiary Communications Authorization to make changes in Programming & Equipment.  Atty. Alan C. Campbell (Dow, Lohnes & Albertson)	GRANTED	3-31-80
BRH 790531 VD PRESS	AUG 14 1979	RENEWAL OF LICENSE AMENDED 6-4-80 re: EEO A.C. Campbell, Atty. (OVER)	GRANTED	9-21-79

(BRH790531VD) AMENDED 5-27-80 re: programming

## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

